

CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING FOR CLOTHING AND ACCESSORIES: A STUDY BASED ON DARGA TOWN

Because of technological advances, there have been massive changes in all activities in today's modern world. The invention of the internet has caused a massive turning away from traditional ways of purchasing and also created a new mode of transaction between seller and buyer. Online shopping is completely different from traditional methods of shopping. In that respect, the main aim of this research is to identify the consumer behavior towards online shopping for clothing and accessories and its impact in the Dharga Town area. To achieve this aim, it has some sub-objectives such as diagnosing the characteristics of consumers related to online shopping, identifying the factors impacting consumer behavior towards online shopping for clothing and accessories, finding out the difference between traditional shopping and online shopping, and identifying the problems facing consumers in online shopping for clothing and accessories. Accordingly, 188 samples were selected by the snowball sampling method for this study. Furthermore, structured questionnaires were used to collect primary data for this study from people who shop online. The data was analyzed descriptively using SPSS software. According to the research conclusion, mostly women engage in online shopping more than men in the Dharga Town area, and persons who are between the ages of 19 and 31 and those who are educated up to an advanced level are more involved in online shopping. Further convenience, price, trust, wider selection, online shopping experience, and financial risk all impact online shopping. Online shopping and traditional shopping are different in terms of terms, price, and trust. Furthermore, according to the analysis related to the problems, it was found that there is a delay in the delivery of the goods and an inability to view the goods. Therefore, this research recommended that money be paid for the goods when the delivery of the goods and the goods delivery service are provided free of charge or at a lower price.

Keywords: Consumer, Online shopping, Traditional shopping, Consumer behavior

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